

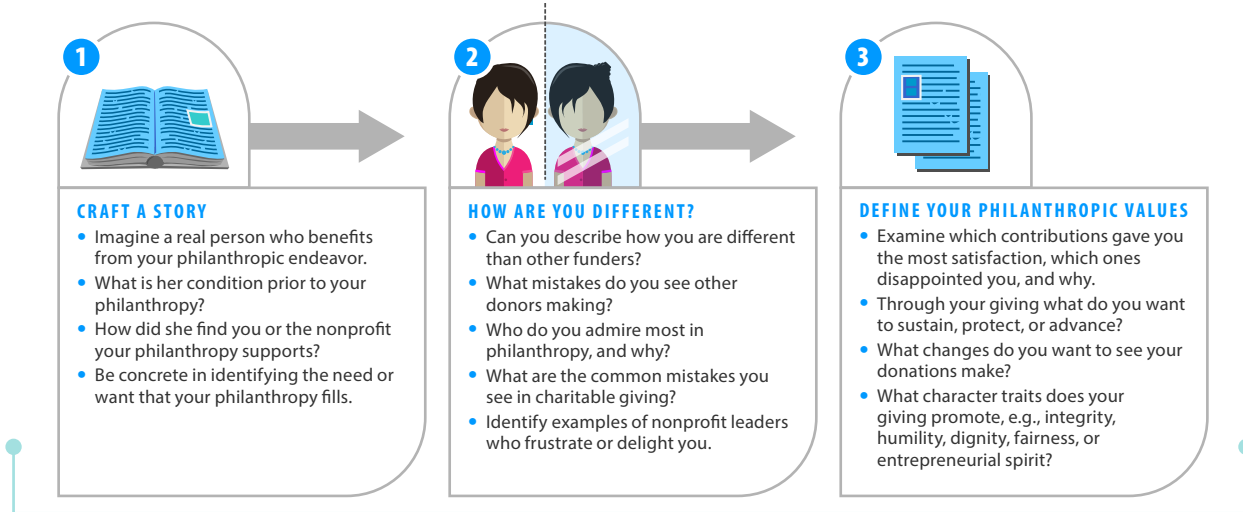
WHY SHOULD I CRAFT A MISSION STATEMENT?

WITHOUT A WELL-DEFINED MISSION, PHILANTHROPIC FUNDS CAN DRIFT AWAY FROM DONOR'S WISHES

- Clarifies philanthropic goals
- Ensures deliberate and thoughtful philanthropy
- Defines geographic area
- Identifies board members committed to your objectives
- Clarifies for grant-seekers what you will and will not fund
- Reduces the likelihood of violating donor intent
- Helps determine which family members, if any, to involve
- Makes it easier to say no to off-mission funding requests



EXERCISES TO GET STARTED



PRACTICAL STEPS TO CREATE YOUR MISSION STATEMENT

